



SENNIGER, POWERS, LEAVITT & ROEDEL ATTORNEYS AT LAW

FRANK R. AGOVINO DERICK E. ALLEN ROBERT M. BAIN JAMES J. BARTA, JR. G. HARLEY BLOSSER JOHN M. BODENHAUSEN RICHARD L. BRIDGE JAMES E. BUTLER, PH D SARAH J. CHICKOS J. BENNETT CLARK JENNIFER E. COOK DAVID E. CRAWFORD, JR. MATTHEW L. CUTLER IAMES E. DAVIS KATHRYN J. DOTY ROBERT M. EVANS, JR PAUL I.J. FLEISCHUT MICHAEL E. GODAR CHRISTOPHER M. GOFF DAVID W. HARLAN JAMES D. HARPER

EDWARD J HEJLEK KAREN J. HUI KURT F. JAMES VINCENT M KEIL ANTHONY R KINNEY BRIAN P KLEIN WILLIAM E. LAHEY PAUL A MADDOCK JULIE J MCMURRY MICHAEL G MUNSELL DEBRA D NYE WILLIAM D. O'NEILL KATHLEEN M PETRILLO LAURA R. POLCYN KEITH A RABENBERG STEVEN M RITCHEY JOHN K. ROEDEL, JR RICHARD A SCHUTH MICHAEL J. THOMAS DONALD W TUEGEL JACOB S. WHARTON

ONE METROPOLITAN SQUARE 16TH FLOOR ST. LOUIS, MISSOURI 63102 314-231-5400

July 24, 2001

FACSIMILE 314-231-4342 http://www.senniger.com

PATENTS, TRADEMARKS, COPYRIGHTS AND RELATED MATTERS

> OF COUNSEL IRVING POWERS DONALD G. LEAVITT RICHARD G. HEYWOOD

STUART N SENNIGER (1921-1997)

UTILITY PATENT APPLICATION TRANSMITTAL

(new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket Number: KPLO 7033 First Named Inventor: Sae-Young YOON

Title: METHOD FOR TRANSMITTING ADVERTISEMENTS VIA ELECTRONIC

MAILS

Express Mail Label Number: EL 910280361 US

TO: Assistant Commissioner for Patents Box Patent Application Washington, D.C. 20231

APPLICATION ELEMENTS

- 1. [X]Fee Transmittal Form (original and duplicate)
- .2. [X] Applicant claims small entity status
- Specification [Total Pages 33] 3. [X]
- 4. [X] Drawings [Total Sheets 10]
- 5. Oath or Declaration [Total Pages _04]
 - Newly executed (original or copy)
 - [X] New (unexecuted)
 - b. [] Copy from a prior application (for continuation/divisional with Box 19 completed)
 - [] DELETION OF INVENTOR(s) i. Signed statement attached deleting inventor(s) named in prior application.



6.	copy cons: accor	Incorpation By Reference (useable if Box 5b is marked) entire disclosure of the prior application, from which a of the oath or declaration is supplied under Box 5b, is idered as being part of the disclosure of the mpanying application and is hereby incorporated by rence therein.
7.	[X]	Application Data Sheet
8.	[]	CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)
9.	[]	Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary)
		 a. [] Computer Readable Form b. [] Specification Sequence Listing on: i. [] CD-ROM or CD-R (2 copies); or ii. [] paper c. [] Statements verifying identity of above copies
		ACCOMPANYING APPLICATION PARTS
10.	[]	Assignment Papers (cover sheet & document(s))
11.	[]	37 CFR 3.73(b) Statement [] Power of Attorney
12.	[]	English Translation Document (if applicable)
13.	[]	IDS with PTO-1449 [] Copies of IDS Citations
14.	[X]	Preliminary Amendment
15.	[X]	Return Receipt Postcard
16.	[]	Request and Certification for Non-Publication. Form PTO/SB/35 is attached.
17.	[X]	Certified Copy of Priority Document(s) if foreign priority is claimed
18.	[]	Other:
		IF A CONTINUING APPLICATION, CHECK APPROPRIATE BOXES AND SUPPLY THE REQUISITE INFORMATION
19.	[]	Continuation [] Divisional [] Continuation-in-Part of prior application No.:
	[]	Complete Application based on provisional Application No
Prior application information: Examiner: Group Art Unit:		





CORRESPONDENCE ADDRESS

20. Correspondence Address: Customer Number 321 Attention: Robert M. Bain

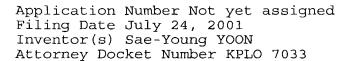
Respectfully submitted,

Robert M. Bain, Reg. No. 36,736

Robert Ba.

RMB/cjl

FEE TRANSMITTAL



METHOD OF PAYMENT

- 1. [] The Commissioner is hereby authorized to charge the indicated fees to Deposit Account No. 19-1345.
 - [X] The Commissioner is hereby authorized to charge any additional fees required under 37 CFR 1.16 and 1.17 to Deposit Account No. 19-1345.
 - [X] Applicant claims small entity status.
- 2. [X] Check Enclosed. The Commissioner is hereby authorized to charge any under payment or credit any over payment to Deposit Account No. 19-1345.

FEE CALCULATION

1. [X]BASIC FILING FEE Subtotal (1) \$355.00 (Type: __UTILITY EXTRA CLAIM FEES Subtotal (2) \$40.00 [X] 2. Total Claims Independent Claims Multiple Dependent Claims 00 ADDITIONAL FEES Subtotal (3) \$ 3. [] Surcharge - late filing fee or oath Surcharge - late provisional filing fee or cover sheet Extension for reply within _____ month] Notice of Appeal [Filing a Brief in Support of an appeal [] [] Request for ex parte Reexamination [] Petitions to the Commissioner Submission of Information Disclosure Statement [] Recording each patent assignment per property [] Request for Continued Examination [] [] Other: _

TOTAL AMOUNT OF PAYMENT \$395.00

| July 24, 2001 | Robert M. Bain, Reg. No. 36,736 | Date

RMB/cjl

Express Mail Label No. EL 910280361 US